

**COUNTY EXECUTIVE'S 2007 BUDGET****DEPT:** ZOOLOGICAL DEPARTMENT**UNIT NO.** 9500**FUND:** General - 0001**OPERATING AUTHORITY & PURPOSE**

The Zoological Department is charged with the general management of the Zoo facility. Included are business operations, management of the animal collection, maintenance of buildings and grounds, visitor services, education, planning/oversight of construction related to the capital master plan and marketing of the Zoo.

The Zoo originally opened in the 1890s as an animal and bird display in Washington Park. It was

acquired by the County in 1937 and operated under the Park Commission until 1981 when it became an independent department. The Zoo moved to its present 200-acre site in 1960. The Zoo's animal collection and exhibits are acquired with the assistance of private funding. There are presently 16 animal groupings at the Zoo including: the Reptile and Aquarium group, Australian group, Asiatic group and the Heritage Farm.

<b>BUDGET SUMMARY</b>				
<b>Account Summary</b>	<b>2005 Actual</b>	<b>2006 Budget</b>	<b>2007 Budget</b>	<b>2006/2007Change</b>
Personal Services (w/o EFB)	\$ 7,312,317	\$ 7,740,989	\$ 7,689,176	\$ (51,813)
Employee Fringe Benefits (EFB)	3,334,527	3,386,078	4,508,094	1,122,016
Services	4,576,313	5,278,813	5,166,927	(111,886)
Commodities	2,667,608	2,822,984	2,928,254	105,270
Other Charges	0	0	(51,250)	(51,250)
Debt & Depreciation	0	0	0	0
Capital Outlay	123,921	214,939	203,678	(11,261)
Capital Contra	0	0	0	0
County Service Charges	1,931,207	2,116,218	1,914,470	(201,748)
Abatements	(985,681)	(1,187,956)	(952,009)	235,947
<b>Total Expenditures</b>	<b>\$ 18,960,212</b>	<b>\$ 20,372,065</b>	<b>\$ 21,407,340</b>	<b>\$ 1,035,275</b>
Direct Revenue	13,512,231	14,684,082	15,774,223	1,090,141
State & Federal Revenue	0	0	0	0
Indirect Revenue	0	0	0	0
<b>Total Revenue</b>	<b>\$ 13,512,231</b>	<b>\$ 14,684,082</b>	<b>\$ 15,774,223</b>	<b>\$ 1,090,141</b>
<b>Direct Total Tax Levy</b>	<b>5,447,981</b>	<b>5,687,983</b>	<b>5,633,117</b>	<b>(54,866)</b>

<b>ADDITIONAL COSTS NOT INCLUDED IN TAX LEVY*</b>				
<b>Account Summary</b>	<b>2005 Actual</b>	<b>2006 Budget</b>	<b>2007 Budget</b>	<b>2006/2007Change</b>
Central Service Allocation	\$ 604,206	\$ 543,388	\$ 543,427	\$ 39
Courthouse Space Rental	0	0	0	0
Tech Support & Infrastructure	173,111	234,746	164,311	(70,435)
Distribution Services	0	6	0	(6)
Telecommunications	28,619	33,104	30,095	(3,009)
Record Center	18	21	2	(19)
Radio	809	715	770	55
Computer Charges	39,242	110,410	35,763	(74,647)
Applications Charges	159,588	265,566	103,970	(161,596)
<b>Total Charges</b>	<b>\$ 1,005,593</b>	<b>\$ 1,187,956</b>	<b>\$ 878,338</b>	<b>\$ (309,618)</b>
<b>Direct Property Tax Levy</b>	<b>\$ 5,447,981</b>	<b>\$ 5,687,983</b>	<b>\$ 5,633,117</b>	<b>\$ (54,866)</b>
<b>Total Property Tax Levy</b>	<b>\$ 6,453,574</b>	<b>\$ 6,875,939</b>	<b>\$ 6,511,455</b>	<b>\$ (364,484)</b>

\* These costs are included in other departmental and non-departmental budgets. They are reflected here to show the "total" amount of tax levy support for this Department.

# COUNTY EXECUTIVE'S 2007 BUDGET

DEPT: ZOOLOGICAL DEPARTMENT

UNIT NO. 9500  
FUND: General - 0001

PERSONNEL SUMMARY				
	2005 Actual	2006 Budget	2007 Budget	2006/2007Change
Personal Services (w/o EFB)	\$ 7,312,317	\$ 7,740,989	\$ 7,689,176	\$ (51,813)
Employee Fringe Benefits (EFB)	\$ 3,334,527	\$ 3,386,078	\$ 4,508,094	\$ 1,122,016
Position Equivalent (Funded)*	250.4	253.1	249.4	(3.7)
% of Gross Wages Funded	95.9	96.0	96.1	0.1
Overtime (Dollars)**	\$ 273,338	\$ 381,000	\$ 355,593	\$ (25,407)
Overtime (Equivalent to Position)	13.4	12.5	11.4	(1.1)

\* For 2005 Actuals, the Position Equivalent is the budgeted amount.

\*\* Delineated for information. (Also included in personal services.)

PERSONNEL CHANGES				
Job Title/Classification	Action	Number of Positions/ Total FTE	Division	Cost of Positions (Excluding Fringe Benefits)
Zoo Worker 4	Create	1/.41	Public Affairs	\$ 10,055
Admissions/Transportation Spvr.	Abolish	1/1.0	Operations	(52,095)
Guest Services Supervisor	Create	1/1.0	Operations	36,859
Zoo Vehicle Machine Operator	Unfund	2/2.0	Operations	(87,050)
Asst Zoo Maint/Grounds Coord	Unfund	1/1.0	Operations	(51,859)
Custodial Worker 2	Unfund	2/2.0	Operations	(64,972)
			TOTAL	\$ (209,062)

ORGANIZATIONAL COST SUMMARY					
DIVISION		2005 Actual	2006 Budget	2007 Budget	2006/2007Change
Animal Health and Management	Expenditure	\$ 5,459,575	\$ 5,772,822	\$ 6,601,328	\$ 828,506
	Abatement	20,000	(1)	(47,797)	(47,796)
	Revenue	43,396	81,000	81,000	0
	Tax Levy	\$ 5,436,179	\$ 5,691,821	\$ 6,472,531	\$ 780,710
Operations	Expenditure	\$ 7,191,859	\$ 7,512,119	\$ 7,771,972	\$ 259,853
	Abatement	(91)	(1,205)	(41,808)	(40,603)
	Revenue	10,099,808	10,460,282	11,456,800	996,518
	Tax Levy	\$ (2,908,040)	\$ (2,949,368)	\$ (3,726,636)	\$ (777,268)
Administration and Finance	Expenditure	\$ 4,791,469	\$ 5,576,371	\$ 5,338,572	\$ (237,799)
	Abatement	(1,005,593)	(1,186,750)	(856,409)	330,341
	Revenue	535,970	865,500	764,918	(100,582)
	Tax Levy	\$ 3,249,906	\$ 3,524,121	\$ 3,717,245	\$ 193,124
Public Affairs and Services	Expenditure	\$ 2,503,036	\$ 2,698,709	\$ 2,647,477	\$ (51,232)
	Abatement	0	0	(5,995)	(5,995)
	Revenue	2,833,063	3,277,300	3,471,505	194,205
	Tax Levy	\$ (330,027)	\$ (578,591)	\$ (830,023)	\$ (251,432)

## MISSION

The Milwaukee County Zoo will inspire public understanding, support and participation in global conservation of animal species and their environment by creating a unifying bond between visitors and the living earth and provide an

environment for personal renewal and enjoyment for guests by:

- Contributing to world-wide animal management, conservation and research efforts;

## COUNTY EXECUTIVE'S 2007 BUDGET

DEPT: ZOOLOGICAL DEPARTMENT

UNIT NO. 9500  
FUND: General - 0001

- Fostering sound physical, psychological and social development for the animal groups in our care;
- Sharing our knowledge with the intent to reinforce the human-animal-earth bond;
- Improving the quality of our professional development, administration and operating environment;
- Striving for the financial self-sufficiency of the organization;
- Continuing the public-private partnership with the Zoological Society of Milwaukee County.

### DEPARTMENT DESCRIPTION

The Zoo's organizational structure is designed to maximize efficiency of operations, facilities, animal management and human resources. The Zoo includes four divisions: Animal Management and Health, Operations, Administration and Finance, and Public Affairs and Services. These divisions provide a work force organized to address the seasonal nature of operations, increase attendance and revenue-earning opportunities and provide optimum animal care.

The **Animal Management and Health Division** is responsible for the care and management of the extensive animal collection, which means maintaining fish, amphibians, reptiles, birds, mammals and invertebrates in good health to allow their conservation, propagation and display. This includes providing a well-balanced, nutritious diet, a preventive medicine program and routine physical exam programs for such animals as the great apes and the large cats. Specialized medical health services such as surgery, immunology, parasite control and drug and physical therapy are also performed. The animal facilities are designed and maintained to provide the proper environment for the animals and to provide an educational and entertaining experience to the visitor.

The **Operations Division** includes business and concessions functions related to the Zoo's major revenue sources such as admissions, parking lot, two restaurants with a patio complex, three major food concession facilities and various food stands,

gift, novelty and souvenir stores, a miniature train ride, a Zoomobile ride and a carousel ride. In addition, this division also provides for the maintenance, improvement and overall grooming of the grounds, which are critical to visitor satisfaction and return trade. Included in this area are mechanical and preventive maintenance programs for equipment, ventilating, air-conditioning and heating systems, and minor electrical and plumbing repairs. Also included are housekeeping and general cleaning of the entire Zoo.

The **Administration and Finance Division** support functions include cash management, financial and capital project planning and control, accounts payable and receivable, personnel and payroll, reception, switchboard, radio dispatch, other general office services and all clerical support. This division provides the Zoo with planning direction, goals for all divisions, and daily financial and administrative management oversight control.

The **Public Affairs and Services Division** is responsible for public relations, promotional activities, special events and programs, group sales and entertainment program development to increase public use, enjoyment and awareness of the Zoo facility.

This division consolidates efforts and activities of marketing, special programs such as the sea lion and raptor shows and group sales rentals into a single division for improved coordination of promotional efforts. Through news releases, interviews and other promotional activities, the Zoo attempts to attract residents of major Wisconsin and northern Illinois markets. The Zoo engages in cross-promotions with other cultural and tourist attractions to increase attendance and encourage return visitation.

Included among annual special events activities held at the Zoo are "Milwaukee a la Carte," Sunset Zoofaris, Halloween Spooktacular, Heritage Farm Weekend, Egg Days, and the Samson Stomp.

### BUDGET HIGHLIGHTS

- Personal Services expenditures without fringe benefits decrease \$51,813, from \$7,740,989 to \$7,689,176. Funded positions decrease 3.7, from 253.1 to 249.4.

## COUNTY EXECUTIVE'S 2007 BUDGET

DEPT: ZOOLOGICAL DEPARTMENT

UNIT NO. 9500  
FUND: General - 0001

- Due to fiscal constraints the following vacant positions are unfunded in the Operations Division including: 2.0 FTE of Zoo Vehicle Machine Operator, 1.0 FTE Assistant Zoo Maintenance/Grounds Coordinator and 2 FTE Custodial Worker 2. The savings from unfunding these positions is offset by a decrease in the personal services lumpsum.
- For 2007, Zoo admission fees increase \$0.75 to generate an additional \$371,123 in revenue. The special exhibit fee decreases \$0.50, from \$2.50 to \$2.00. Parking fees increase \$1.00 from \$8.00 to \$9.00. Any fee changes related to contractual agreements will be reported to the County Board in 2007. Additional information regarding fees can be found in the fee schedule.
- Expenditures for Advertising decrease \$75,000, from \$488,033 to \$413,033, due to fiscal constraints.
- Expenditures for major maintenance in 2007 remain at the 2006 budgeted level of \$146,178.
- Miscellaneous reductions have been made in the Animal Division in the amount of \$76,750.
- Due to fiscal constraints, Holiday Night Lights is eliminated for a tax levy savings of \$17,018.
- A Sting Ray special exhibit is planned in 2007 in an effort to generate additional revenue. The admission price for this special exhibit is \$2.00, a decrease of \$0.50 over the admission price of 2006 special exhibits. The 2007 Sting Ray special exhibit will include a second pool containing sharks.
- An additional .41 FTE Zoo Worker is created for the purposes of providing support staff for the Sting Ray exhibit. The cost of this initiative is \$10,055 in salary and social security.
- To provide increased flexibility and oversight of seasonal staff in the Merchandise and Admission and Transportation Sections, one position of Admissions/Transportation Supervisor is abolished and one position of Guest Services Supervisor is created for a savings, including salary and social security, of \$15,236.

- The following table identifies expenditures, revenues and the net profit for novelties and concessions.

Novelties and Concessions			
	2006	2007	2006/2007 Change
<b>Novelties</b>			
Expenditures	\$ 685,000	\$ 698,822	\$ 13,822
Revenues	1,907,000	1,926,128	19,128
Net Profit	\$ 1,222,000	\$ 1,227,306	\$ 5,306
<b>Concessions</b>			
Expenditures	\$ 1,027,000	\$ 1,128,866	\$ 101,866
Revenues	3,540,000	3,819,398	279,398
Net Profit	\$ 2,513,000	\$ 2,690,532	\$ 177,532

- Expenditures for natural gas and electricity increase \$195,750, from \$1,305,000 to \$1,500,750 based on experience.
- A reallocation request to create steps within the Zoo Worker pay rates will be studied by DAS – Labor Relations in 2007. The reallocation of Zoo Workers positions will help the Zoo maintain and compensate quality workers and also achieve fiscal savings. A lump sum salary reduction of \$30,000 has been budgeted in anticipation of the reallocation.
- The Zoo will continue the following initiatives through 2007:
  - The flexibility to reallocate major maintenance projects and equipment purchases while remaining within the total appropriation;
  - Discounted admission fees of \$5.25 for adults and \$2.75 for juniors and school groups for Milwaukee County residents on Wednesdays;
  - The Zoo Director's authorization is continued to discount or waive admission fees and to provide one free admission day per month during the months of January through April, and November and December.
- All departments are required to operate within their expenditure appropriations and their overall budgets. Pursuant to Section 59.60(12), Wisconsin Statutes, "No payment may be authorized or made and no obligation incurred against the county unless the county has sufficient appropriations for payment. No payment may be made or obligation incurred

## COUNTY EXECUTIVE'S 2007 BUDGET

DEPT: ZOOLOGICAL DEPARTMENT

UNIT NO. 9500  
FUND: General - 0001

against an appropriation unless the director first certifies that a sufficient unencumbered balance is or will be available in the appropriation to make the payment or to meet the obligation when it becomes due and payable. An obligation incurred and an authorization of payment in violation of this subsection is void. A county officer who knowingly violates this subsection is jointly and severally liable to the county for the full amount paid. A county employee who knowingly violates this subsection may be removed for cause."

### ZOOLOGICAL SOCIETY SUPPORT

- The relationship between Milwaukee County and the Zoological Society began in 1910 when the Washington Park Zoological Society, now the Zoological Society of Milwaukee County, was organized to help raise funds for animal acquisition. The Society has functioned for many years for the purpose of aiding the County in the operation, maintenance and development of the Zoo and its animal collection. Its mission is to promote conservation, education, exhibition of animals, research and recreation through fundraising and volunteerism.
- In February 1989, the relationship was formalized with a Memorandum of Understanding, thus forging a strong public/private partnership for the continuing support of the Milwaukee County Zoo. The Memorandum of Understanding was renewed in 1992 and again in 1996. The agreement provides office space for the Society on the Zoo grounds, including utilities, custodial and maintenance services and staff parking. To assure continued support for the Zoo, the County provides free admission for Society members throughout the term of the Memorandum of Understanding.
- For 2007, the Zoological Society support continues at \$438,000.
- In 2007, the Zoological Society will secure additional funding for the Zoo through in-kind donations and sponsorships of various exhibits in the amount of \$115,750.

ACTIVITY AND STATISTICAL SUMMARY				
	2005 Budget	2005 Actual	2006 Budget	2007 Budget
<b><u>Attendance</u></b>				
Paid Adult	467,809	445,824	465,245	460,318
Paid Junior	241,236	221,308	240,224	228,503
Free	<u>640,955</u>	<u>640,360</u>	<u>644,531</u>	<u>661,179</u>
Total Attendance	1,350,000	1,307,492	1,350,000	1,350,000
<b><u>Activities - Revenues</u></b>				
Parking Sales	\$ 1,885,000	\$ 1,899,098	\$ 1,946,000	\$ 2,217,781
Admission Sales	\$ 4,520,000	\$ 4,041,983	\$ 4,621,000	\$ 4,918,870
Food Concession Sales	\$ 3,559,000	\$ 3,629,215	\$ 3,540,000	\$ 3,819,398
Gift Sales	\$ 2,160,000	\$ 1,860,542	\$ 1,907,000	\$ 1,926,128
Sea Lion Show Sales	\$ 205,000	\$ 176,287	\$ 196,300	\$ 182,018
Carousel	\$ 250,000	\$ 187,294	\$ 255,539	\$ 200,000
Train Ride Sales	\$ 610,000	\$ 624,660	\$ 732,000	\$ 732,000
Zoomobile Ride Sales	\$ 75,000	\$ 83,063	\$ 88,000	\$ 88,000
Sky Safari Glider	\$ 100,000	\$ 93,617	\$ 400,000	\$ 400,000

**COUNTY EXECUTIVE'S 2007 BUDGET****DEPT:** ZOOLOGICAL DEPARTMENT**UNIT NO.** 9500  
**FUND:** General - 0001

<b>GENERAL ZOO VISITOR FEE SCHEDULE</b>			
	<u>2006</u> <u>Rate</u>	<u>2007</u> <u>Rate</u>	<u>Change</u>
<b><u>Admissions</u></b>			
Adult summer-County	\$8.00	\$8.75	\$0.75
Junior summer-County	\$5.00	\$5.75	\$0.75
Adult summer-Non-County	\$9.75	\$10.50	\$0.75
Junior summer-Non-County	\$6.75	\$7.50	\$0.75
Adult winter-County	\$6.50	\$7.25	\$0.75
Junior winter-County	\$3.50	\$4.25	\$0.75
Adult winter-Non-County	\$8.25	\$9.00	\$0.75
Junior winter-Non-County	\$5.25	\$6.00	\$0.75
Adult discount day	\$4.50	\$5.25	\$0.75
Junior discount day	\$2.00	\$2.75	\$0.75
Adult education-County	\$6.00	\$6.75	\$0.75
Junior education-County	\$3.00	\$3.75	\$0.75
Adult education-Non-County	\$7.75	\$8.50	\$0.75
Junior education-Non-County	\$4.75	\$5.50	\$0.75
Adult group-County	\$7.00	\$7.75	\$0.75
Junior group-County	\$4.00	\$4.75	\$0.75
Adult group-Non-County	\$8.75	\$9.50	\$0.75
Junior group-Non-County	\$5.75	\$6.50	\$0.75
Senior summer-County	\$7.00	\$7.75	\$0.75
Senior winter-County	\$5.00	\$5.75	\$0.75
Senior summer-Non-County	\$8.75	\$9.50	\$0.75
Senior winter-Non-County	\$6.75	\$7.50	\$0.75
<b><u>Attractions</u></b>			
Camel Ride*	\$4.00	\$4.00	\$0.00
Carousel	\$2.00	\$2.00	\$0.00
Pony Ride*	\$4.00	\$4.00	\$0.00
Sea Lion	\$2.00	\$2.00	\$0.00
SkyGlider*	\$3.00	\$3.00	\$0.00
Special Exhibit**	\$2.50	\$2.00	(\$0.50)
Train-Adult	\$2.50	\$2.50	\$0.00
Train-Child	\$1.50	\$1.50	\$0.00
Zoomobile-Adult	\$1.50	\$1.50	\$0.00
Zoomobile-Child	\$1.00	\$1.00	\$0.00
Zoomobile-Sr Citizen	\$1.25	\$1.25	\$0.00
<b><u>Parking Fees</u></b>			
Cars	\$8.00	\$9.00	\$1.00
Buses	\$13.00	\$14.00	\$1.00
<b><u>Other Fees</u></b>			
Stroller-Single*	\$6.00	\$6.00	\$0.00
Stroller-Double*	\$8.00	\$8.00	\$0.00

\* Fee set by contract. Contracts for the Pony and Camel rides were renewed by the County Board in Spring of 2006.

\*\* Fee determined by type of special event.

## COUNTY EXECUTIVE'S 2007 BUDGET

DEPT: ZOOLOGICAL DEPARTMENT

UNIT NO. 9500  
FUND: General - 0001

### RAILROAD EXPENDABLE TRUST ACCOUNT (Org. 0320B)

The Railroad Fund exists for the purpose of recording the receipt of all revenue derived from the operation of the Zoo's miniature passenger railroad.

Expenditure	Revenue	Tax Levy
\$942,416	\$942,416	\$ 0

Total 2007 expenditures and revenues for the Railroad Fund are \$942,416 and include the following:

#### Expenditures

- \$443,598 Reflects personal service charges from the Zoological Department for services provided by four Locomotive Engineers, eight Trackless Train Operators and various seasonal and other support staff.
- \$262,360 Appropriation for the operation and repair of locomotives, track, ties, coaches and Zoomobiles, as well as train or coach purchases and train station improvements.
- \$ 28,000 Appropriation for animal purchases.
- \$208,458 Other commodities and supplies, expenses for conservation programs and grants, library operators and staff training, travel and conference expenses.

#### Revenue

\$942,416 Reflects revenue of \$852,000 from operation of the train and Zoomobile \$52,763 from miscellaneous revenue and a \$37,653 contribution from reserves.

### SPECIMEN EXPENDABLE TRUST ACCOUNT (Org. 0319B)

The Specimen Fund exists for the purpose of recording receipts from the sale of animals. Disbursements are to be made for the purchase of animals and related expenditures such as freight and express charges on the shipment of animals.

Expenditure	Revenue	Tax Levy
\$ 59,735	\$ 59,735	\$ 0

Total 2007 expenditures and revenues for the Specimen Fund are \$59,735 and include the following:

#### Expenditures

- \$ 44,735 Freight charges and travel expenses related to animal shipments.
- \$ 15,000 Appropriation for animal replacement and miscellaneous commodity purchases.

#### Revenue

- \$ 59,735 Revenue from animal sales and miscellaneous investment earnings.